



IOWA MOTORCYCLE SAFETY

2013 NEWSLETTER

www.iowadot.gov/mvd/ods/motorcycle

10th Anniversary Motorcycle Safety Forum April 26, 2013

New and improved forum to begin a second decade of sharing ideas

The 2013 Iowa Motorcycle Safety Forum will provide many new experiences. First, a new venue will allow for more attendees, vendors and information. Centrally located, the William C. Knapp Varied Industries Building on the Iowa State Fairgrounds in Des Moines gives the forum space to expand the vendor opportunities, both inside and outside the building, allow for more than 500 attendees and provide ample parking.

Conference highlights for 2013 include:

- Vicki Sanfelipo, Conspicuity® Inc., **6=0**
- Speaker TBD
- Wayne Wierson, ABATE of Iowa, **MRF A&E 3R's: I don't want to ride in your funeral procession!**
- Nicholas Ward, Montana State University mechanical and industrial engineering professor, **Motorcycle Riding Impairment at Different BAC Levels**

To register for the forum, go to:
www.iowadot.gov/mvd/ods/motorcycle

Also new for 2013

New online registration process allows for credit/debit card payments. The new registration system is quick and easy. It allows you to pay for your registration by credit/debit card or sending in a check. On the website you can also order and pay for your forum T-shirt.

Participant Bike Show at the Forum (weather permitting).

With the new venue, there is ample parking to allow a participant bike show. Anyone wanting to ride to the event and show off their motorcycle is encouraged to do so.

Photo booth. For those who choose to ride in, you can have your photo taken with your bike and take the image home that day. Images will also be posted to the new Iowa DOT motorcycle safety website.

A look back at 10 years of motorcycle forums – where has the time gone? All around the meeting room will be displays of forums past. What a great way to see how this event has grown.

Mark your calendars

2013 Motorcycle Safety Forum

Friday, April 26, 9 a.m. - 5 p.m.

William C. Knapp Varied Industries
Building, Iowa State Fairgrounds

APRIL 2013						
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Interested in exhibiting?

How do you reach more than 500 motorcycle enthusiasts all in one place? At the 2013 Motorcycle Safety Forum. All vendors with motorcycle-related items for display or sale are invited to this event. Vendor space has been greatly increased and is provided at no cost. For more information, contact Tracey Bramble at: 515-239-1314 or email tracey.bramble@dot.iowa.gov or visit: www.iowadot.gov/mvd/ods/motorcycle.

Congratulations Claudia!

Claudia Brubaker from Rippley, won the Aluma trailer door prize at the 2012 forum. Register and attend the 2013 forum for your chance to win a trailer donated by Aluma. Thank you Aluma, for your generous donation and ongoing support.



Attend the forum – get free training

Because of the overwhelming success from last year's forum, attendees this year will be offered free rider courses as part of the 2013 Motorcycle Safety Forum registration. Use this fantastic opportunity to continue your rider education at NO COST to you. This savings of up to \$245 is offered in the form of a coupon that can be redeemed for any certified course at any location until Sept. 30, 2013.

The Basic Rider Course (BRC I) and BRC II of the Motorcycle Safety Foundation (MSF) are part of the Motorcycle Safety Education Program administered by the Iowa DOT's Office of Driver Services. Both courses are taught by Iowa-licensed, MSF-certified rider coaches.

This is a great opportunity to learn, refresh or improve your riding skills. Invite your friends to attend the Motorcycle Safety Forum to continue their ongoing rider education.

New Iowa DOT motorcycle safety website

The Iowa Department of Transportation has updated its Motorcycle Safety website to include all Iowa DOT information relevant to motorcycle safety. Of course, the site will have information on the latest Motorcycle Safety Forum, as well as current and past newsletters. It also brings together information on motorcycle rider education, motorcycle statistics, and rider safety topics, including impairment and conspicuity; Iowa motorcycle ride ideas; and a new page for "Motorcycle Safety in the News." In this section, a new social media platform called Storify is used to chronicle Iowa motorcycle crashes and other relevant information.

Check it out at: www.iowadot.gov/mvd/ods/motorcycle.

Iowa's top 10 rides

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|-----------------------------------|--------------------------|
| 1. The Great River Road | 6. Iowa 64 |
| 2. Loess Hills Scenic Byway | 7. Iowa 2 |
| 3. Lincoln Highway Byway | 8. Iowa's Twisties |
| 4. White Post Road | 9. Raccoon River Century |
| 5. Poopy's Triangle (mostly Iowa) | 10. Iowa Four Corners |

Iowa motorcycle fatality statistics

The preliminary numbers are now available for motorcycle fatalities on Iowa roads in 2012.

- Motorcycle fatalities increased significantly, both in Iowa and nationally, since the late 1990s. Iowa has more than 200,000 licensed motorcycle operators and more than 125,000 registered motorcycles.
- Preliminary data for 2012 shows 55 people were killed last year while driving or riding on motorcycles in Iowa. This is up from 34 in 2012.
- Typically, about half of Iowa's motorcycle crashes involve another vehicle, and about nine of 10 motorcycle fatality victims in 2012 were not wearing safety helmets.

Riding and alcohol don't mix

This year, the National Highway Traffic Safety Administration is emphasizing the increased risk to motorcyclists who ride while under the influence of drugs and alcohol. Riding a motorcycle takes coordination, balance and, most important, good judgment. Alcohol, more than any other single factor, can rob you of your ability to think clearly and ride safe. We've all heard about the "dangers" of motorcycling, from family members and well-meaning friends. And it's true — riding a motorcycle does involve a degree of risk. But mixing alcohol and motorcycling is a risk we don't have to take. Unfortunately, too many riders still choose to drink and ride. Statistics show that nearly a third of all fatally injured motorcycle riders had blood alcohol concentrations (BACs) of 0.08 g/dL or greater — the legal limit in all states.

The bottom line? It's your choice—but before you decide, you'd better know the facts.

Does the type of alcohol I drink affect by BAC?

No! A drink is a drink. A typical drink equals about half an ounce of alcohol. This is the approximate amount of alcohol found in:

- One shot of distilled spirits.
- One 5-ounce glass of wine.
- One 12-ounce beer.

The safest and most responsible choice is to not drink and ride. Because once you start, your judgment is affected and your ability to say "no" or "no more" gets weaker.

If you plan on drinking, leave your motorcycle at home. Or, call ahead to where you plan on drinking and ask if there is a secure place for you to store your motorcycle overnight so you can find an alternative way home, such as a taxi or a Safe Ride program.

There are no shortcuts to sobering up fast. None of the "remedies" you may have heard about — cold showers, hot coffee or physical exercise — will make you sober faster. The only proven remedy to sobering up is time. Remember — your body can process about one drink an hour.

Despite knowing the facts about how alcohol works, you might still be convinced that you can ride as well or better after having a few drinks compared to when you're sober. That's just not true — no one is immune to the effects of alcohol.

